

# RFP for Marketing and Web Consulting

Ideas for Support

Life Ray

Web Writer  
Greg Mac  
Rick Nguyen  
+ Web Design  
Jeff

## Web

- Adding dynamism
- Personalizing the website
  - Ex. Amazon.com: When you come back, knowing where you left off, you know what you need to do next.
- Speeding up our web page download
- Explore navigation on the home page and department site
- Additional web page templates
  - Academic division and academic departments template delivered in May
  - Other division templates needed?
- In progress:
  - Ask Joe Mountie Help Center
  - News site
  - Faculty Directory

Mgt Team  
Training

## Enrollment

- Set up or advise on deeper tracking of Google AdWords
- Set up or advise deeper tracking of FB advertising
- Set up or advise on measuring outcomes
- Advise on enrollment advertising placement, content and budget
- Advise on active tracking of prospects
- Advise on sequential flow of communication to prospective students from interest to attendance

## Social Media

- Training for Greg as Master Admin
- Advise and templates for social media posts
- Advise and templates for social media advertising
- Advise on staffing for multiple social media channels